

9/21
sa 32

6 of 7 given in cat but not in study.

Index of Feature Articles in "Sales Management" Magazine

VOLUME I.

ADVERTISING

	Page
A Tip to the Lima Bean Selling Agency.....	191
Four Ways to Get a Line on Your Real Customers.....	164
<i>By Austin A. Bardwell</i>	
Tying up Advertising with Selling	159
<i>By H. J. Winston, H. Black Company</i>	
How Much is Spent in Direct Advertising?	152
Creating the Market is the Thing	123
Effect of Advertising on Salesmen's Calls.....	110
More of This Sort of Advertising is Needed	103
Advertising that Dignifies the Salesman	70
Giving Advertising Real Value in the Salesman's Eyes	69
Still They Say Nobody Reads Circulars.....	51

CAMPAIGNS—SALES

When Uncle Sam Hired a Sales Manager	245
<i>(War Department's Surplus Sale)</i>	
Opening 600 New Accounts with the One Call System.....	216
<i>(Chicago Campaign of Florence Mfg. Co.)</i>	

COMPENSATION OF SALESMEN

Your Salesman's Pay Check	237
Our Experience with Salesmen's Bonus Plans	109
<i>By James DePree, The DePree Chemical Co.</i>	
Pity the Poor Underpaid Salesman	103
Bonus Plan to Meet the Salary Problem	18
<i>By Elliot Reid, Westinghouse Lamp Co.</i>	

CONTESTS AND QUOTAS—SALES

Straw Hat Contest Opens 21 Accounts	178
<i>Chicago Paper Company</i>	
Factors that Count in Fixing Territorial Quotas	139
<i>By J. George Frederick</i>	
How We Make Our Sales Contests Pay	131
<i>By E. B. Field, Burroughs Adding Machine Co.</i>	
A Point System for Quotas and Contests	120
<i>By J. George Frederick</i>	
What Counts Most in Sales Contests	103
Statistics a Well Informed Sales Manager Needs.....	62
<i>By Burwell S. Butler, Bureau of Foreign and Domestic Commerce</i>	
Scrapping the Ante Bellum Sales Quota	50
Keeping Tab on the Business You are Not Getting.....	41
<i>By W. W. Howard, Libby, McNeill & Libby</i>	

DEPARTMENT ROUTINE

After the Salesman Sends in an Order	252
<i>By R. W. Goodell, Greenfield Tap & Die Corporation</i>	
Some Points About Sales Record System	168
<i>By J. George Frederick</i>	
Salesmen's Comparative Records Minus the Sting.....	79
<i>By John W. Day, Hayes Pump & Planter Company</i>	
Short Cuts in the Handling of Salesmen's Mail.....	46
<i>By J. M. Hannaford, Gordon & Ferguson</i>	

DEVELOPING SALESMEN AND EXECUTIVES

	Page
Norval Hawkins on the Knack of Closing	268
The Three Classes of Salesmen	177
<i>By J. G. Chapline, LaSalle Extension University</i>	
J. Ogden Armour on a Salesman's Limitations	146
What Salesmen Can Learn from Each Other.....	144
<i>By J. E. Rogers, International Time Recording Co.</i>	
Teaching Men to Manage Themselves	129
<i>By A. A. Drew, Mutual Benefit Life Insurance Co. of New Jersey</i>	
My Way of Handling a Man Who Has Gone Stale.....	220
<i>By W. F. McGee, Sanitary Food Mfg. Co.</i>	
When Salesmen are Indifferent About Collections	224
<i>(National Cash Register Co.)</i>	
Ridding Personality of Its Minus Quantities	174
Curing Salesmen of that "What's the Use" Feeling.....	161
<i>By Maxwell Droke, Palmolive Company</i>	
The Sales Manager as a Builder of Men	159
<i>By N. W. Williams, Cushman Motor Works</i>	
What Every Sales Manager Owes to His Salesmen.....	123
"Joe" Leiter's Way of Taking Down a Salesman.....	114
This Letter Put One Salesman on His Feet.....	108
<i>By W. F. McGee, Sanitary Food Mfg. Co.</i>	
Breaking Salesmen of the Job Jumping Habit	99
<i>By A. H. Deute, Vogan Candy Company</i>	
When the New Man Starts Out on His First Trip.....	80
<i>By E. O. Higdon</i>	
Vinegar Makes Poor Bait for Catching Flies.....	69
Adventures in Handling the Skidding Salesman.....	24
Building Salesmen to Buyer's Specifications	22
<i>By George Ed. Smith, Royal Typewriter Co.</i>	
Good Chance to Give Salesmen Shop Experience.....	17
Keeping the Drifting Salesman Anchored	8
<i>By Edward Amherst Ott</i>	
Getting Salesmen to See it Your Way	7
<i>By J. W. Hamilton, Finch, Van Slyck & McConville</i>	
Maintaining the Morale of the Sales Force	1
<i>By A. R. Kneibler, Baker-Vawter Company</i>	

ECONOMICS—SALES

An Anecdote for the High Cost of Distribution.....	258
<i>By P. S. Salisbury, Robt. H. Ingersoll & Bro.</i>	
The Problem of Salesman's Non-Productive Time	218
The Falling Market Scare	73
The Drift Toward Big Gauge Selling	68
Awakening Salesmen to Their True Economic Status..	47

EXPENSES—SALESMEN'S

Entertainment as a Factor in Getting Business	183
<i>By C. J. Kiger, McKesson & Robbins</i>	
Checking Salesmen's Auto Savings	138

EXPORT ARTICLES

	Page
Registration of Salesmen in France	240
Heading off the Trade-Mark Poacher Abroad	256
<i>By Walden Fawcett</i>	
Getting Export Business South of Panama	211
<i>By H. Lad Landau</i>	
A Banker's View of the Trade Outlook in Mexico.....	188
<i>By R. J. McKay, Fort Dearborn National Bank</i>	
Suggestions for Getting South American Business.....	170
<i>By P. S. Steenstrup, General Motors Export Co.</i>	
The Export Experience of "The Aluminum Products Co.	133
<i>By H. Lad Landau</i>	
How to Get Business in China	117
<i>By Choa Hsin Chu, Consul General for China</i>	
Export Departments as Domestic Sales Factors	113
<i>By W. F. Wyman, Carters Ink Company</i>	
What Sells Well in the Australian Market	92
<i>By Philip H. Bushell, Bushells, Ltd.</i>	
A British View of American Sales Methods	83
<i>By Alec Nathan, Joseph Nathan & Co., Ltd.</i>	
Blunderbuss Export Information	50
New Rule for Handling Export Samples	23
To Train Salesman for Export Work	4

GENERAL

Sales Managers Clubs and Their Work	248
<i>By J. C. Aspley</i>	
Further Light on Union Label Agitation.....	210
<i>By Eugene Whitmore, Cruver Mfg. Company</i>	
How Business Papers Serve Their Field	215
<i>By C. R. Johnson</i>	
When the Boss Used to Run the Sales End.....	198
<i>By Jack Speare, Todd Protectograph Co.</i>	
What a Sales Manager Should Know About Union Labels	179
<i>By Walden Fawcett</i>	
A Strong Sales Managers Association Needed	142
Fourteen Plans that have Speeded up Sales	91
<i>By S. Roland Hall</i>	
How One Sales Manager Landed a Better Job	86
<i>By C. R. Johnson</i>	
Strategies of the Demonstration Room	39
<i>By O. H. Chamberlain, Jr., formerly with National Cash Register Company</i>	
How One Traffic Manager Helps the Sales Department	26
<i>By C. S. Beach, Finch, Van Slyck & McConville</i>	
How Government Institutions Aid Sales Managers	19
<i>By Walden Fawcett</i>	
The Reconstruction Period and the Business Library.....	11

HIRING AND FIRING SALESMEN

How Thomas A. Edison Picks Executives	230
<i>By William Maxwell, Thos. A. Edison Co.</i>	
Why Tom Wilson Didn't Hire Him	236
The Kind of Salesmen I Prefer	119
<i>By Carl E. Rosenberg, The Chocolate Shops, Inc.</i>	
The Dubiske Plan of Recruiting a Sales Force.....	97
What Long Experience Picking Men Has Taught.....	95
<i>By J. W. Hamilton, Finch, Van Slyck & McConville</i>	

Reasons Underlying the Failure of 207 Salesmen.....	57
<i>By C. R. Johnson</i>	
How Uncle Sam Helps to Recruit Saleswomen.....	27

LEGISLATION—SALES

Heading off Adverse Legislation	251
Sales Legislation Pending in New Congress	205
<i>(Washington Correspondence)</i>	
Trade Commission Dismisses Complaint Allen Sales Service	184
C. O. D. Return Postage Legislation Wanted	141
<i>By E. E. Bassett, Rider Packing Co.</i>	
Trade Commission Frowns on Sales Forcing	90
Colgate Wins Price Cutting Decision	52
Postal Rulings of Interest to Sales Managers	49
Testimony of Sales Executives at War Tax Inquisition	37
<i>By Walden Fawcett</i>	

LETTERS AND CORRESPONDENCE—SALES

Prestige Alone Won't Ring the Cash Register.....	251
Why I Read Some Letters and Toss Others Aside.....	213
<i>By Henry F. Frasse, Brooklyn Edison Co.</i>	
Five Ideas for Making Good Letters Better	196
Letters that Brought Home the Bacon	162
<i>By Cameron McPherson</i>	
Two Letters—One Pulled, the Other Didn't	135
<i>By Edgar W. Jordan</i>	
Another Reason for Blanket Letters	122
When the Old Customer Stops Buying	111
<i>By C. R. Sweney, formerly with D. B. Fisk & Co.</i>	
Turning Routine Letters into Silent Salesmen	104
<i>By Cameron McPherson</i>	
Where to Use the Blue Pencil on Sales Letters	81
<i>By Cameron McPherson</i>	
Letters and Bulletins that One Salesman Welcomes.....	66
<i>By A. H. Deute, Vogan Candy Company</i>	
Letters May Break the Rules but Still Sell Goods	63
<i>By Cameron McPherson</i>	
Make it Worth Reader's Time to Answer Letter.....	54
A New Year Letter that Made the Salesman Think.....	44
Efficiency, Like Kindness, Can be Overdone	29
"Help the Salesmen" Letters that Brought \$5,387,570	21
Two Letters that Bring 93% of Dead Customers to Life	12
<i>By Chas. E. Wigginton, Kalamazoo Loose-Leaf Binder Co.</i>	
More Sales with Fewer Letters	5
<i>By Cameron McPherson</i>	

MANUALS—SALES

How Your Trade Association Can Help	219
Why We Didn't Call it a "Sales Manual"	115
<i>By S. Roland Hall, formerly of Alpha Portland Cement Co.</i>	

MEETINGS AND CONVENTIONS—SALES

Do Sales Conventions Pay?	103
What They Said and Did at the National Cash Register Convention	100
Something Different in Sales Conventions	77

MAILING LISTS MAINTENANCE

	Page
Using Telephone to Build a Mailing List	246
<i>By S. Roland Hall</i>	
Big Results from Pounding Small Lists	262
<i>By A. L. Wike, Addressograph Company</i>	
How Uncle Sam Cuts the Cost of Handling Names.....	172
<i>By Walden Fawcett</i>	
An Idea for Checking House Organ List	140

ORGANIZATION OF SALES DEPARTMENT

The Sales Manager as a Big Business Organizer.....	190
What Properly Constitutes the "Cost of Selling".....	190
<i>By J. George Frederick</i>	
Study of the Marshall Field Organization	181
Study of the International Harvester Company's Organization	155
The Case for Departmented Sales Organization	64
<i>By J. George Frederick</i>	

POLICY—SALES

If Napoleon Had Been a Sales Manager	207
<i>By Cameron McPherson</i>	
Application of Budget Plan to Sales Work	226
<i>By J. George Frederick</i>	
Policies that Jumped Sales 700% in Five Years	192
<i>(H. A. Marr Grocery Company)</i>	
It's a Good Time to Start Something	190
Does Trial Selling Foster Weak Salesmanship?	185
<i>By R. N. Fellows and C. E. Bliss</i>	
Hand a Danger Sign on Precedent	123
Give the Jobber a Square Deal	122
Why Good Salesmen Don't Always Make Good Branch Managers	102
Armour's Sales Policies	94
If I Were a Sales Manager Instead of a Buyer	89
<i>By F. S. Hyatt, Gaston, Williams & Wigmore, Inc.</i>	
Butler Brothers Fall Back on Personal Salesmen	148
The Virtue of Knowing When to Run	143

PROMOTION—SALES

Making Catalogue and Salesmen Pull Together	191
Are the Wholesalers Cutting Their Own Throats?	166
Using Old Customers to Get New Ones	165
While the Dealer Organization is Marking Time.....	30
<i>By L. J. Conger, Corona Typewriter Company</i>	

RELATIONS TO HOUSE—SALES MANAGER'S

The Wrong Way to Fix Salaries	250
The Sales Manager's Job as I See It	254
<i>By George Ed. Smith, Royal Typewriter Co.</i>	
A Sales Manager's Job is as Big as He Makes It	218
What You Want to Know Before Taking a New Job.....	143
Sales Managers as Officers of the Company.....	143
The Kind of "Backing Up" One Sales Chief Likes.....	45
<i>By L. J. Towneley, National Casket Co.</i>	
More About the Sales Managers Sharing the Profits.....	25

REPORTS AND CORRESPONDENCE—SALESMEN'S

	Page
A Plan to Keep Old Accounts at Home	241
<i>By a National Sales Manager</i>	
Getting Better Acquainted with Your Salesmen	59
<i>By N. H. Williams, Cushman Motor Works</i>	
Analysis Work that Salesmen Should Do	17
<i>By C. E. Gaston, New Jersey Car Spring & Rubber Co.</i>	

SALES TACTICS

Zig Zagging the Sales Plan to Success	243
<i>By J. George Frederick</i>	
Lunch Table Sales Strategy	194-264
<i>By S. Roland Hall</i>	
Old Habits that Muss Up Sales Plans	234
<i>By E. St. Elmo Lewis</i>	
Things I Have Learned About Selling Goods	157
<i>By George H. Eberhard, Geo. F. Eberhard Co.</i>	
When the "Show Me" Buyer Needs to Be Shown	137
<i>By Philip S. Salisbury, Robt. H. Ingersoll & Bro.</i>	
Personal Habits as a Selling Factor	96
<i>By Philip S. Salisbury, Robt. H. Ingersoll & Bro.</i>	
Right and Wrong Ways of Meeting Competition.....	93
<i>By J. George Frederick</i>	
Sales Talks that Overshoot the Mark	88
<i>By F. E. Morris, Monroe Calculating Machine Co.</i>	
Starting Where the Other Fellow Leaves Off	68
Making the Buyer Want What You Have to Sell	61
<i>By J. W. Watson, American Bronze Corporation</i>	
Putting New Pep into the Sales Talk.....	52
Reminiscences of a One Time "Pinch Hitter"	42
<i>By R. D. Jackson, Safe Cabinet Co.</i>	

TRADE-MARK AND GOOD-WILL PROTECTION

Reckoning with the Label as a Sales Factor.....	125
<i>By Waldon Fawcett</i>	
A Sales Manager's Rule on Trade-Mark Litigation	82
<i>By Waldon Fawcett</i>	
Close Cases Involving Sales Rights on Trade Marks.....	65
<i>By Waldon Fawcett</i>	

WORKING TERRITORY

How We Go After Small Town Business	239
<i>By E. D. Voorhis, Gen. Sales Mgr. H. D. Lee Mercantile Co.</i>	
How Our Salesmen Work Their Territories	209
<i>By Charles C. Babb, Mutual Oil Company</i>	
More Time Face to Face with Buyers	222
<i>By J. T. Groves, Texas Company</i>	
How Large Should a Salesman's Territory Be?.....	153
<i>By C. R. Johnson</i>	
Laying Out Territories	118
Changing Schedules Yields More Business	18
<i>By O. G. Richter, LaResista Corset Co.</i>	
A Plan for Increasing a Salesman's Calls	3
<i>By John M. Bruce, Remington Typewriter Co.</i>	
Sold Himself on Need of Smaller Territory	26